



Strategic Goals and Objectives

Goal 1: Safe, clean, and liveable city

Objective 1.1: Protect the quality of our oceans, bays, rivers, lakes, and groundwater

Objective 1.2: Provide effective public safety

Objective 1.3: Provide safe and effective infrastructure

Objective 1.4: Protect our environmental quality of our city

Goal 2: Fiscally-sound, effective city government

Objective 2.1: Ensure long-term financial viability

Objective 2.2: Foster public trust through an open and ethical government

Objective 2.3: Provide cost-effective, competitive, customer-focused services

Goal 3: Sustainable growth and economic prosperity

Objective 3.1: Plan for smart and coordinated growth

Objective 3.2: Cultivate CleanTech and promote base and emerging sector industries, including manufacturing, international trade, and tourism, as well as support the military

Objective 3.3: Develop fiscally-sound civic projects that enhance San Diego's quality of life

Objective 3.4: Enhance water reliability through conservation and development of alternative sources

Goal 4: Responsive, committed, and innovative workforce

Objective 4.1: Continue to support a diverse workforce reflective of and responsive to the residents, businesses, and visitors of San Diego

Objective 4.2: Train and develop a skilled, professional workforce

Objective 4.3: Value innovation and entrepreneurship in service delivery